

Master Syllabus

PREFIX: BUS 200/2000

COURSE TITLE: Principles of Marketing

CREDIT: 3

PREREQ: None

COURSE DESCRIPTION:

Introduces basic concepts in marketing including the exchange process, marketing analysis, price determinants, and present-day marketing trends. Emphasis is given to the marketing concept and how firms adapt products and services to changes in consumer demand. Designed for both the student who will take only course in marketing and the student who intend to major in marketing or related fields.

STUDENT COMPETENCIES:

1. Locates, understands, and interprets written information in prose and in documents such as manuals, graphs, and schedules.
2. Communicates thoughts, ideas, information, and messages in writing.
3. Uses efficient learning techniques to acquire and apply new knowledge and skills.
4. Exerts a high level of effort and perseveres towards goal attainment.
5. Communicates ideas to justify position, persuades and convinces others, responsibly challenges existing procedures and policies.
6. Works well with men and women from diverse backgrounds.
7. Acquires, evaluates, organizes, and maintains information.
8. Interprets and communicates information.
9. Uses computers to process information.
10. Distinguishes trends, predicts impacts on system operations, diagnoses deviations in system's performance and corrects malfunctions.
11. Suggests modifications to existing systems and develops new or alternative systems to improve performance.

COURSE OUTLINE:

- I. Introduction to Marketing
 - a. Explain the role of marketing in strategic planning.
 - b. Examine issues that can impact consumer satisfaction
- II. Managing Marketing Information
 - a. Challenges of market research.
- III. Consumer Behavior
 - a. Examine issues that can impact consumer satisfaction.

- IV. Building Customer Relationships
 - a. Compare and contrast target marketing strategies.
- V. Products and Services
 - a. Describe the role and functions of marketing management.
- VI. Pricing
 - a. Appraise marketing strategies that can provide a competitive advantage.
- VII. Retailing and Wholesaling
 - a. Distinguish between retailing and wholesaling.
- VIII. Communications in Marketing
 - a. Examine the impact of technology on issues related to marketing.
- IX. E-Marketing
 - a. Describe marketing strategies that can provide a competitive advantage.
- X. The Global marketplace
 - a. Examine how companies can adapt their marketing to address the global marketplace.
- XI. Ethics in Marketing
 - a. Analyze ethical responsibilities of marketing.